

BACKGROUND

Indiana has one of the most pervasive tobacco problems in the country, with the 5th highest adult smoking rate in the nation.¹ Research has shown that Hoosiers perceive tobacco use as socially acceptable—a belief that contributes to the nearly 10,300 Indiana deaths each year from tobacco-related illnesses, and the \$1.6 billion spent annually on medical costs associated with treating patients with tobacco-related illnesses.²

Indiana’s youth smoking rates are also higher than the national averages.³ Access to tobacco results in 20,500 kids becoming daily smokers each year; this translates to 56 Hoosier youths each day or 2 children each hour.

Indiana Tobacco Prevention and Cessation (ITPC) was created with funds generated by the Master Settlement Agreement between 46 state attorneys general and the tobacco industry and by legislation enacted by the Indiana General Assembly and Governor Frank O’Bannon. Its executive board is composed of 22 members appointed by the Governor and is charged with administering an annual budget of \$32.5 million in fiscal year 2002-2003.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting a series of telephone surveys designed to gauge the effectiveness of Indiana’s statewide anti-tobacco media campaign. Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge, attitudes,

and beliefs among Hoosier youth, which have been demonstrated elsewhere to be key predecessors to changes in behavior.⁴ This survey is part of the overall evaluation plan to assess ITPC’s comprehensive tobacco control program.

The first of these surveys was conducted in September 2001, prior to the launch of the statewide media campaign. ITPC used the results to learn which areas required focus and designed interventions to address them. This baseline survey indicated that work should be done based on the following measures:

- Only 18 percent of Hoosier youth “strongly agreed” with statements related to the fact that tobacco is addictive and dangerous.
- Half of all youth respondents believed that tobacco use was socially unacceptable.
- Eighty-seven percent of youth understood the problems associated with secondhand smoke, and believed that tobacco related public policy was important.

A second telephone survey of 1,000 youth, aged 12-17, was conducted one year into the media campaign (September and October 2002) to track the campaign’s progress in changing these attitudes and beliefs. The sample was selected to be representative of Indiana’s population by taking into account such factors as race and ethnicity, region, and rural versus urban residence.

The following highlights key findings from the second youth media tracking survey.

¹ 2001 Behavior Risk Factor Surveillance Survey.

² Centers for Disease Control and Prevention. *Tobacco Control State Highlights 2002: Impact and Opportunity*. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health, 2002.

³ 2000 Indiana Youth Tobacco Survey and National Youth Tobacco Survey.

⁴ Evans, W.D., Hersey, J., Ulasevich, A., Powers, A. (2000). *What Youth Think About Smoking: Results from the 1999 National Youth Tobacco Survey*.

KEY SURVEY FINDINGS

Advertising Awareness and Implications for Campaign Effectiveness

Advertisement awareness is the first major step in an effective campaign because youth must be aware of advertisements to be influenced by them. Findings from other state (e.g., Florida) and national (e.g., Legacy's truthsm) campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking.

Awareness of the ITPC media campaign has had a positive influence on youth knowledge, attitudes, and beliefs, *all in just one year*.

- Overall, nearly 67 percent of Indiana youth are aware of at least one advertisement from the ITPC media campaign.
- Youth who were aware of at least one ITPC TV advertisement were 63 percent *more likely* to believe that secondhand smoke is a serious problem than those who were not aware of any ITPC TV advertisements. These youth also believe that tobacco-related public policy is important.
- Messages related to tobacco industry manipulation themes were also prominent in ITPC advertisements. This resulted in Hoosier youth who could recall at least one ITPC TV advertisement were 15% *more likely* to agree with anti-tobacco industry beliefs than those who were not aware of any TV advertisements.

These positive outcomes indicate that we expect to see reduction in current smoking and initiation rates among Hoosier youth that can be attributed to the ITPC media campaign as one part of the comprehensive approach to tobacco prevention and cessation being implemented in Indiana.

DETAILED FINDINGS

Advertising Awareness Across All Media

As mentioned above, awareness of advertising is key to changing targeted knowledge, attitudes, and beliefs. Survey items asked about specific advertisements in all utilized media.

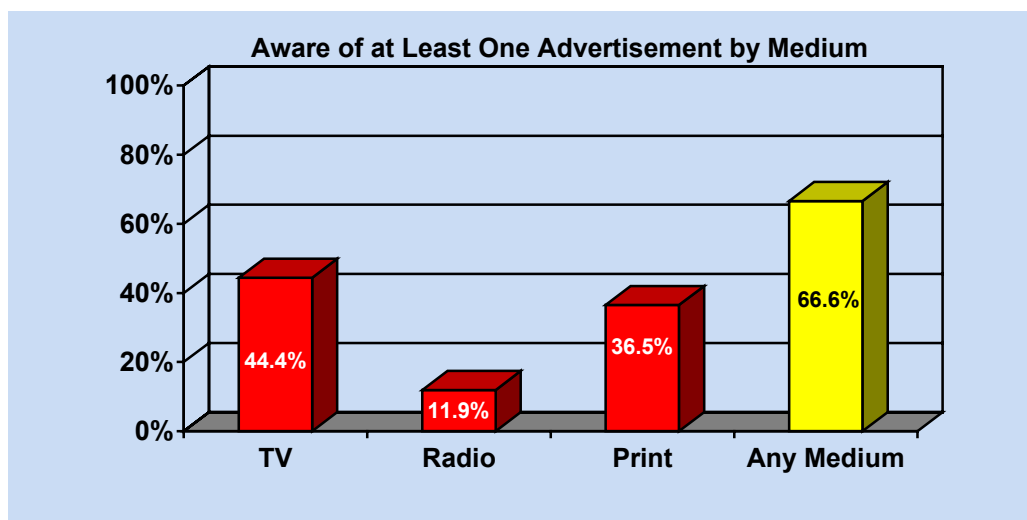


Figure 1. Youth Aware of at Least One Advertisement by Medium

- Hoosier youth are very aware of the ITPC media campaign. Results indicate that two-thirds (66.6 %) of 12–17 year-olds could recall at least one ITPC anti-tobacco advertisement.
- Close to half (44.4 %) of youth were aware of at least one ITPC TV advertisement.
- Consistent with other state tobacco campaign findings (e.g., Florida) and youth patterns, awareness of TV advertisements (44.4 %) was *greater* than any other medium.

Campaign Effects on Changing Knowledge, Attitudes, and Beliefs

Tobacco-related knowledge, attitudes, and beliefs have been demonstrated as a major influence on smoking and other tobacco use behavior.⁵ It has been shown that knowing the risks associated with tobacco use and believing that using tobacco is socially *unacceptable* are directly related to lower prevalence.

Understanding the Dangers of Tobacco Use

The survey asked a series of questions designed to gauge the knowledge and understanding of tobacco use, including the addictiveness and harmful effects of tobacco products.

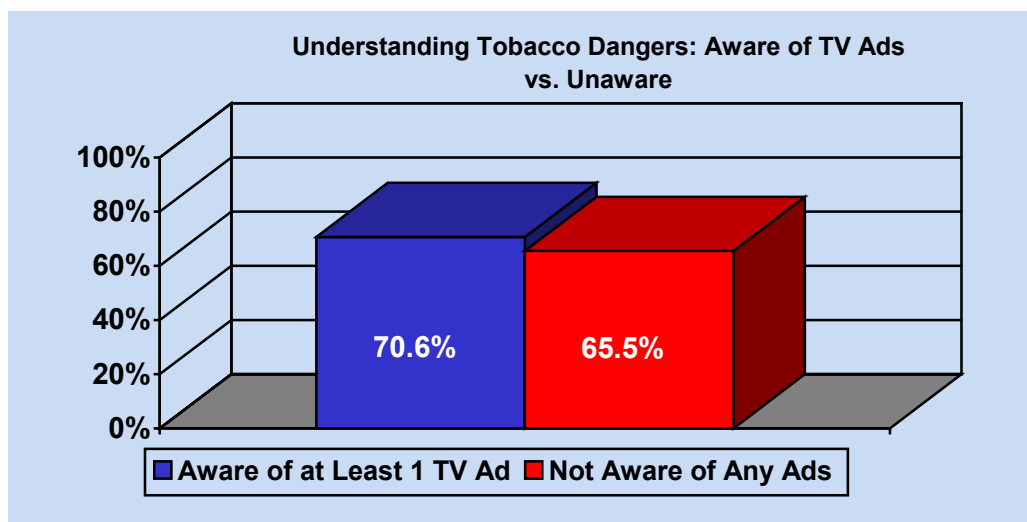


Figure 2. Understanding the Dangers of Tobacco Use by Awareness of TV Advertisements

- The percentage of youth who understood the dangers of tobacco use was *greater* among those who could recall at least one ITPC TV advertisement (70.6 %) than among those with no TV advertisement awareness (65.5 %).

Social Acceptability of Tobacco Use

The survey asked a series of questions about the acceptability of smoking by family and friends.

- Tobacco use was perceived to be less socially acceptable among youth who reported awareness of at least one ITPC TV advertisement (54.1 %) than among those with no TV advertisement awareness (53.6 %).

Beliefs About Secondhand Smoke and Tobacco-Related Public Policy

The survey asked a series of questions about the problems of secondhand smoke (environmental tobacco smoke, or ETS), and smoking policies in restaurants and at worksites.

- Understanding that secondhand smoke is a serious problem and that tobacco related public policy is important was still high among all youth and was *greater* among those who could recall at least one ITPC TV ad (91.6%) versus those who were not aware of any ads (87.8%).

Attitudes Toward Tobacco Companies and Tobacco Advertising

Survey items gauged opinions about tobacco industry practices and respondents' feelings about tobacco companies and their influence.

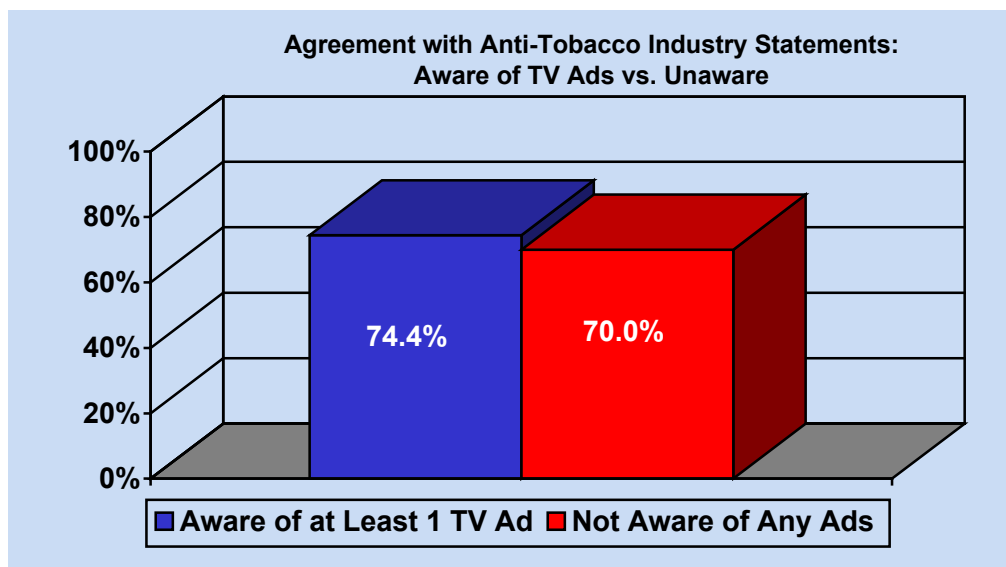


Figure 3. Anti-Tobacco Industry Beliefs by Awareness of TV Advertisements

- Anti-tobacco beliefs about the industry were greater among youth who were aware of at least one ITPC TV advertisement (74.4 %) compared to those with no TV advertisement awareness (70 %).

ITPC TV Advertisements: Effects of Awareness

Several findings suggest that the ITPC TV advertisements have encouraged anti-tobacco knowledge, attitudes, and beliefs among Hoosier youth. Compared to those with no TV advertisement awareness, youth who were aware of at least one TV advertisement were also:

- Sixty-three percent *more likely* to believe that secondhand smoke is a serious problem, and that public policy should address it
- Fifteen percent *more likely* to agree with anti-tobacco industry attitudes
- Twenty percent *more likely* to understand the dangers of tobacco use

The results from the one-year follow-up survey are impressive. After only one year, two-thirds of surveyed youth were aware of ITPC advertising, and over 40 percent could recall *at least one* television advertisement. As a first step toward understanding tobacco-related issues and toward changing key attitudes and beliefs, these results are on target with the goals established by ITPC. Changes are already evident—those who were aware of ITPC advertisements were consistently more likely to know about tobacco dangers and to agree with anti-tobacco attitudes, both key to changing behaviors and reducing smoking. The media campaign messages coupled with the community efforts of local and statewide youth serving organizations, prevention and cessation programs, and Indiana's first youth-led movement against tobacco, VOICE, will continue to change social norms around tobacco use.